

## Message Text

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PAGE 01 STATE 271159

62

ORIGIN USIA-09

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FM SECSTATE WASHDC

TO AMEMBASSY MOSCOW PRIORITY

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E.O. 11652: N/A

SUBJECT - REVIEW TALKS

REF: A. STATE 250629-C; B. MOSCOW 18328-U

1. EXHIBITIONS:

A. THE RECIPROCAL EXCHANGE OF EXHIBITIONS HAS BEEN  
USCCESSFUL IN THIS AGREEMENT PERIOD. NO SERIOUS NEW PROBLEMS  
HAVE DEVELOPED, BUT A NAGGING ONE REMAINS. THIS IS THE QUESTION  
OF THE COST OF ASSIGNING A US LIAISON OFFICER TO THE SOVIET  
EXHIBITIONS IN THIS COUNTRY. WE HAVE REGULARLY ASSIGNED A  
LIAISON OFFICER TO THE SOVIET EXHBITION AS A SERVICE AT NO  
COST TO THE SOVIET GOVERNMENT. WE HAVE ALSO HAD TO PAY FOR  
THE SERVICES OF A LIAISON STAFF FROM THE USSR CHAMBER OF  
COMMERCE AND INDUSTRY TO ACCOMPANY OUR EXHIBITIONS THERE. WE  
ESTIMATE THAT THE TOTAL COST TO THE US GOVERNMENT FOR THIS LIAISON  
GROUP DURING THE TERM OF THE NEXT US EXHIBITION IN THE USSR WILL  
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PAGE 02 STATE 271159

BE DOLS 100,000. WE ARE AWARE THAT THE SERVICES OF OUR LIAISON

OFFICERS ARE NOT IDENTICAL TO THOSE OF THE SOVIET GROUP. NEVERTHELESS, WE FEEL THAT THIS DOUBLE PAYMENT BY US REPRESENTS AN IMBALANCE IN THE FUNCTIONING OF THE AGREEMENT. WE WANT TO DISCUSS WITH THE EMBASSY HOW BEST TO EXPRESS TO THE SOVIETS OUR VIEW THAT THEY SHOULD COVER THE EXPENSES OF THE AMERICAN LIAISON OFFICER WITH THEIR NEXT EXHIBITION IN THE US. APPROXIMATE COST WILL BE 20 TO 25 THOUSAND DOLLARS, NOT INCLUDING THE SALARY OF THE OFFICER ASSIGNED. THIS DOES NOT PROVIDE FOR A LIAISON OFFICER ON SITE SURVEYS, WHICH WOULD BE AN ADDITIONAL EXPENSE DEPENDING ON TIME AND TRAVEL INVOLVED.

B. EMBASSY MAY HAVE POINTS FOR CONSIDERATION AT REVIEW TALKS DERIVING FROM RECENTLY CONCLUDED CONTRACT TALKS WITH CHAMBER ON "TECHNOLOGY FOR THE AMERICAN HOME." ADVISE.

C. USIA HAS UNDER CONSIDERATION A PHOTO EXHIBITION TO COMMEMORATE OUR BICENTENNIAL IN 1976. WE WILL ADVISE SOVIETS AT THE REVIEW TALKS OF OUR DESIRE TO OFFER THIS EXHIBITION FOR CIRCULATION WITHIN THE USSR. AT THE APPROPRIATE TIME, WE WILL FORMALLY PROPOSE THE EXHIBITION, OUTSIDE THE STRICT RECIPROCAL LIMITS OF THE FORMAL AGREEMENT. FYI. WE DO NOT ANTICIPATE STRONG SOVIET OBJECTIONS TO THE PROPOSAL, BUT FEEL T MAY BE GENERALLY USEFUL TO INFORM THEM OF OUR INTENTIONS AT THIS TIME. THEY ARE WELL ALONG IN PLANING A MAJOR SPACE EXHIBITION TO BE HELD IN CHICAGO FROM JULY TO SEPTEMBER 1975, ALSO OUTSIDE OF THE FORMAL AGREEMENT.

2. TV PROGRAM EXCHANGE:

A. AS NOTED REFTEL A PARA 13, WE WILL BE UNABLE TO GO FURTHER THAN THE LANGUAGE OF THE PRESENT AGREEMENT WHICH TAKES INTO ACCOUNT RELATIONSHIPS BETWEEN THE US GOVERNMENT AND PRIVATE US MEDIA. WE NOTE FURTHER THE TRADITIONAL ALOOFNESS OF SOVIET TV OFFICIALS, AS REFLECTED FOR EXAMPLE IN A COMMENT MADE LATE LAST YEAR TO DIRECTOR KEOGH BY SERGEY LAPIN, CHAIRMAN OF THE STATE COMMITTEE FOR TELEVISION AND RADIO, TO THE EFFECT THAT "WE DON'T NEED TO WORK WITH YOU (I.E. US GOVERNMENT AGENCIES) NOW THAT WE HAVE AN AGREEMENT WITH NBC". NOW THAT THE SOVIET GOVERNMENT HAS A SECOND AGREEMENT WITH A MAJOR US NETWORK, THEY MAY HAVE EVEN LESS INCLINATION TO WORK THROUGH OFFICIAL CHANNELS

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PAGE 03 STATE 271159

TOWARD RECIPROCAL EXCHANGES. WE WOULD WELCOME ANY NEW INITIATIVES ON THEIR PART HOWEVER AND ARE PREPARED TO LEND SUPPORT TO ANY SERIOUS AND REASONABLE PROPOSALS THEY MIGHT MAKE.

SHOULD THE SOVIETS BE INTERESTED IN AN EXCHANGE OF EDUCATIONAL TELEVISION MATERIALS OR PROGRAMS, USIA WOULD BE WILLING TO FACILITATE CONTACTS WITH US OUTLETS, ESPECIALLY PBS.

B. USIA DELIGHTED WITH POST PLACEMENT EFFORTS (REFTEL B).

RESPONSE TO THIS SPECIFIC PROPOSAL FOLLOWS SEPTEL.

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